

ABSTRACT

In the present invention, the computer databases of "For Sale" listings of residential real estate properties aggregated by MLSs are retrieved electronically as frequently as daily from the MLSs and compared on a daily basis with the databases of residential property customer records uploaded by subscribers. To the extent that such comparisons identify matching residential properties from both databases, such matches are reported daily to mortgage brokers or lenders whose customer properties were matched. These reports enable the brokers or lenders to immediately contact a customer and offer that customer the best option for financing his new home.